

# This is

# 1

# tvnz

Launched on the 1st June 1960, TVNZ 1 was New Zealand's first television channel.

TRADING DEMO: 25 - 54

## WE ARE EXPLORERS

TVNZ 1 is New Zealand's original home of television and is 60 years young, TVNZ 1 is still the place Kiwis call home. Truly a juggernaut, it's average audience is almost twice that of any other core channel<sup>1</sup>, and is the #1 channel for 25-54 year olds.<sup>2</sup>

TVNZ 1 unites and inspires with stories that are authentic and compelling. Telling stories that resonate with contemporary audiences throughout Aotearoa, exploring places and topics that matter to our people and communities.

Source 1: Nielsen TAM, Consolidated, Peak Time 18:00-22:30, AP5+, AUD%, Jan-Jun20, TVNZ 1 Network. Source 2: Nielsen TAM, Consolidated, AUD%, AP25-54, Jan-June 20, All day & Peak time.

## NEW ZEALAND'S #1 CHANNEL<sup>1</sup>



### 1,082,600<sup>2</sup>

AVERAGE WEEKLY REACH

ON AVERAGE, TVNZ 1 REACHES **58%<sup>2</sup>** OF ALL 25-54 YEAR OLDS EACH WEEK.



### 605,900<sup>2</sup>

AVERAGE DAILY REACH

ON AVERAGE, TVNZ 1 REACHES **33%<sup>2</sup>** OF ALL 25-54 YEAR OLDS PER DAY.

Source 1: Nielsen TAM, Consolidated, AUD%, AP25-54, Jan-June 20, All day & Peak time. Source 2: Nielsen TAM consolidated, average daily reach: 1 Jan-30 Jun 2020, average weekly reach: 29 Dec 2019-27 Jun 2020, AP25-54, all day

## NEW ZEALAND'S LONGEST RUNNING PROGRAMME



TVNZ 1's Hyundai Country Calendar has been on air for

### 55 YEARS

with more than **1,426** episodes.

## BREADTH AND DEPTH OF CONTENT

### 4,691

TOTAL EPISODES

### 17

GENRES

### 198

DIFFERENT TITLES

Source: Nielsen TAM, consolidated, 1 Jan-30 Jun 2020, exclude repeat

## TVNZ 1 TOP PROGRAMMES 25 - 54

JAN - JUN 20

- 1 News
- Eat Well For Less? New Zealand
- Hyundai Country Calendar
- Beat The Chasers
- Bradley Walsh & Son Breaking Dad
- Seven Sharp
- Sunday
- Fair Go
- Dog Squad
- George Clarke's Amazing Spaces

Source: Nielsen TAM, consolidated, TVNZ 1\*, 1 Jan-30 Jun 2020, AUD%, exclude repeat, 1 offs, special events

## TVNZ 1 IS THE HOME OF NEWS AND CURRENT AFFAIRS

News and Current Affairs is central to TVNZ 1's schedule, telling New Zealander's stories like no other platform does, and our viewers agree. 1 News, Seven Sharp and Breakfast outperform our competitors consistently.

### 1 NEWS IS NZ'S MOST TRUSTED NEWS SOURCE.

Source: TVNZ/ Kantar Market Tracker

## AUDIENCE BREAKDOWN

GENDER



FEMALE **59%**



MALE **41%**

Source: Nielsen TAM, consolidated, 1 Jan-30 Jun 2020, AP5+